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## PROI Worldwide Names Agency of the Year Award Winners for 2024

### *Award Honors Three Firms Globally*

**Chicago:** [PROI Worldwide](#) has recognized three firms in its annual Agency of the Year (AOY) Award: **Adfactors PR - APAC Region; Be-it Agency - EMEA Region and C+C - Americas Region.** PROI is the world's largest partnership of entrepreneurial communications agencies with partners in 65 countries.

The annual PROI AOY Award is bestowed upon one agency per region, based on exceptional growth and development as an entrepreneurial communications business in the previous calendar year. Agencies were evaluated on their business strength, including revenue and new client growth, talent development, innovation and industry awards as well as their commitment to PROI.

"Entrepreneurship is about more than just business success; it's about daring to innovate, inspiring others, and leading by example in our ever-evolving markets. The PROI Agency of the Year award acknowledges entrepreneurial communications agencies who demonstrated excellent business success, while also providing outstanding leadership and contributions to their fellow PROI Partners," said Jeff Lambert, Global Chair of PROI Worldwide and CEO of U.S.-based [Lambert by LLC](#).

While the award is presented based on agency business results and service/contributions to PROI, selection is driven by the enthusiasm, resilience and collaborative spirit displayed by entrepreneurial business leaders. The award was created to honor the memory of Jorge Aguilar of PROI Partner FWD in Mexico who passed away in 2022.

Winning firms for 2024 included:

- **APAC Region:** India's [Adfactors PR](#), one of the largest PR agencies in that country, secured more than 100 clients during the past year, including blue-chips such as Sony, Volkswagen and many more. The firm also trained more than 1,000 of its employees in the application of ChatGPT and other AI tools relevant to research, analytics, and content creation.
- **EMEA Region:** Ukrainian [Be-It Agency](#) had significant client gains and grew its revenue in excess of 30% despite the challenging times in its home country. It was also awarded the UN Global Compact 'Partnership for Sustainability' Award and the agency focused on supporting its employees against the backdrop of the war in the country.
- **Americas Region:** Seattle-founded [C+C](#) has since 2005 grown its business with more than 20% each year, on average, notwithstanding economic peaks and valleys and changing political currents. In 2023 it managed a significant expansion of its client base on the East Coast of

the U.S and it secured more than 45 industry awards for its creative work that lead to impactful change.

### **About PROI Worldwide**

[PROI Worldwide](#) harnesses the collective power of the world's most entrepreneurial communications firms. Individually, they are successful local and regional businesses. Collectively, they are a communications powerhouse delivering for clients worldwide. PROI encompasses 90 partners with 9,100+ employees in more than 165 cities and 65 countries. With combined 2023 revenue of more than US\$1.108 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.